

## Li Chen

Samuel Curtis Johnson Graduate School of Management  
Cornell SC Johnson College of Business  
Cornell University  
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### PROFESSIONAL EXPERIENCE

#### Academic Positions

Cornell SC Johnson College of Business, Cornell University  
Area Chair for Operations, Technology, and Information Management 07/2022 – Present  
Samuel Curtis Johnson Graduate School of Management  
Emerson Professor of Manufacturing Management (Permanent Chair) 11/2023 – Present  
Professor 07/2021 – Present  
Interim Director of Graduate Studies in Management 07/2022 – 12/2022  
Breazzano Family Term Professor of Management 07/2019 – 06/2024  
Associate Professor 07/2015 – 06/2021  
  
Faculty Fellow, FinTech at Cornell 01/2022 – Present  
Faculty Fellow, Cornell Institute of Healthy Futures 04/2016 – Present  
  
The Fuqua School of Business, Duke University  
Associate Professor 07/2012 – 06/2015  
Assistant Professor 07/2008 – 06/2012  
  
Haas School of Business, University of California  
Visiting Scholar 11/2018 – 12/2018  
Operations Research, Cornell Tech  
Visiting Scholar 09/2018 – 11/2018  
Graduate School of Business, Stanford University  
Visiting Scholar 05/2015 – 08/2015

#### Industry Positions

White & Case LLP, New York, NY  
Expert Witness 11/2024 -- Present  
TrueDemand Software, Los Gatos, CA  
Cofounder and Lead Scientist 09/2004 – 03/2008  
Walmart.com, Brisbane, CA  
Supply Chain Consultant 06/2004 – 09/2004  
IBM Almaden Research Center, San Jose, CA  
Research Intern 09/2003 – 12/2003  
IBM Watson Research Center, Yorktown Heights, NY  
Research Intern 06/2003 – 09/2003  
Rockwell Semiconductor (Conexant) Systems, Newport Beach, CA  
Systems Engineer 04/1998 – 08/1999

## EDUCATION

Ph.D. Management Science and Engineering, Stanford University, June 2005  
M.S. Electrical Engineering, University of California, Santa Barbara, December 1996  
B.S. Engineering, Shanghai Jiao Tong University, July 1993

## AWARDS AND HONORS

Cornell-Tsinghua Finance MBA Best Teaching Award 2022, 2023  
Johnson School Faculty Research Award 2022  
Clifford H. Whitcomb Faculty Fellow 2016  
Johnson School Teaching Honor Roll 2015-16, 2016-17, 2022-24  
Third Place (2016), Second Place (2014), Third Place (2009), Best Paper Competition at CSAMSE  
Meritorious Service Award, Manufacturing & Service Operations Management 2010, 2015, 2017  
Meritorious Service Award, Management Science 2013  
Honorable Mention Award, M&SOM Student Paper Competition 2003  
Stanford School of Engineering Fellowship 1999

## JOURNAL PUBLICATIONS

1. Chen, L., H.L. Lee, S. Yao. 2024. Ultra-fresh fashion: Creating demand with freshness and agility. *Management Science*. Accepted.
2. Chen, L., S. Mankad. 2024. A structural topic and sentiment-discourse model for text analysis. *Management Science*. Forthcoming.
  - An R package named STS based on the paper is publicly available at the CRAN website: <https://cran.r-project.org/web/packages/sts/index.html>
  - Vignette for the R package: “Unpacking sts: An R package for structural topic and sentiment-discourse models.”
3. Chen, L., H.L. Lee, S. Yao. 2024. Ultra-fresh strategies with ultra-agile supply chains. *Management and Business Review*. Forthcoming.
4. Yan, X, L. Chen, X. Ding. 2024. Optimal cash management with payables finance. *Operations Research*. 72(5) 1806-1826.
5. Chen, L., A.M. Davis, D. Kim. 2024. Predicting mean and variance in inventory order decisions. *Decision Sciences*. 55(4) 346-362.
6. Chen, L., H.L. Lee, C.S. Tang. 2022. Supply chain fairness. *Production and Operations Management*. 31(12) 4304-4318.
7. Bae, J., L. Chen, S. Yao. 2022. Service capacity and price promotion wars. *Management Science*. 68(12) 8557-8772.
8. Chen, L., Y. Papanastasiou. 2021. Seeding the herd: Pricing and welfare effects of social learning manipulation. *Management Science*. 67(11) 6734-6750.
9. Chen, L., S.-H. Kim, H.L. Lee. 2021. Vehicle maintenance contracting in developing economies: The role of social enterprise. *Manufacturing & Service Operations Management*. 23(6) 1651-1668.
10. Chen, L., Y. Cui, H.L. Lee. 2021. Retailing with 3D Printing. *Production and Operations Management*. 30(7) 1986-2007.

11. Chen, L. 2021. Fixing phantom stockouts: Optimal data-driven shelf inspection policies. *Production and Operations Management*. 30(3) 689-702.
12. Chen, L., S. Yao, K. Zhu. 2020. Responsible sourcing under supplier-auditor collusion. *Manufacturing & Service Operations Management*. 22(6) 1234-1250.
13. Chen, L., C. Wu. 2019. Open-loop policies in Bayesian dynamic pricing: Some counter-intuitive observations and insights. *Operations Research Letters*. 47(5) 331-338.
14. Chen, L., H.L. Lee. 2017. Sourcing under supplier responsibility risk: The effects of certification, audit, and contingency payment. *Management Science*. 63(9) 2795-2812.
15. Chen, L., J-S. Song, Y. Zhang. 2017. Serial inventory systems with Markov-modulated demand: Derivative bounds, asymptotic analysis, and insights. *Operations Research*. 65(5) 1231-1249.
  - An earlier version won the third place in the best paper competition at CSAMSE 2016.
16. Chen, L., A. Mersereau, Z. Wang. 2017. Optimal merchandise testing with limited inventory. *Operations Research*. 65(4) 968-991.
17. Chen, L., B. Hu. 2017. Is reshoring better than offshoring? The effect of offshore supply dependence. *Manufacturing & Service Operations Management*. 19(2) 166-184.
  - Featured article of the journal issue.
  - Editor’s picks in INFORMS ICYMI newsletter July 2017.
18. Chen, L., S. Yucel, K. Zhu. 2017. Inventory management in a closed-loop supply chain with advance demand information. *Operations Research Letters*. 45(2) 175-180.
19. Chen, L., W. Luo, K. Shang. 2017. Measuring the bullwhip effect: Discrepancy and alignment between information and material flows. *Manufacturing & Service Operations Management*. 19(1) 36-51.
  - An earlier version won the second place in the best paper competition at CSAMSE 2014.
20. Chen, L., G. Kok, J. Tong. 2013. The effect of payment schemes on inventory decisions: The role of mental accounting. *Management Science*. 59(2) 436-451.
21. Chen, L., H.L. Lee. 2012. Bullwhip effect measurement and its implications. *Operations Research*. 60(4) 771-784.
  - An earlier version won the third place in the best paper competition at OCSAMSE 2009.
22. Chen, L. 2010. Bounds and heuristics for optimal Bayesian inventory control with unobserved lost sales. *Operations Research*. 58(2) 396-413.
23. Chen, L., H.L. Lee. 2009. Information sharing and order variability control under a generalized demand model. *Management Science*. 55(5) 781-797.
24. Chen, L., E. Plambeck. 2008. Dynamic inventory management with learning about the demand distribution and substitution probability. *Manufacturing & Service Operations Management*. 10(2) 236-256.
  - An earlier version won honorable mention in M&SOM student paper competition 2003.

## BOOK CHAPTERS

25. Chen, L., R. Zhu. 2024. Data-driven dynamic pricing in operations management. *Handbook of Pricing Research in Marketing, Second Edition*. Ed. V. Rao and K. Sudhir. Edward Elgar Publishing, Cheltenham. Under review.
26. Chen, L., H.L. Lee, S. Yao. 2024. Ultra-fresh fashion and sustainability. *Responsible and Sustainable Operations: The New Frontier*. Ed. Chris S. Tang. Springer, New York.
27. Chen, L., H.L. Lee, C.S. Tang. 2022. Fair price, fair trade, and fair pay in supply chains. *Creating Values with Operations and Analytics*. Ed. H. Lee, R. Ernst, A. Huchzermeier, and S. Cui. Springer, New York.
28. Chen, L., H.L. Lee. 2021. Supply chain compliance. *Cambridge Handbook of Compliance*. Ed. D. Daniel Sokol and Benjamin van Rooij. Cambridge University Press, Cambridge.
29. Chen, L., Y. Cui, H.L. Lee. 2019. On-demand customization and channel strategies. *Channel Strategies and Marketing Mix in a Connected World*. Ed. Saibal Ray and Shuya Yin. Springer, New York.
30. Chen, L., H.L. Lee. 2017. Modeling and measuring the bullwhip effect. *Handbook of Information Exchange in Supply Chain Management*. Ed. Albert Y. Ha and Chris S. Tang. Springer, New York.
  - Lead chapter of the book.
31. Chen, L., A.J. Mersereau. 2015. Analytics for operational visibility in the retail store: The cases of censored demand and inventory record inaccuracy. *Retail Supply Chain Management: Quantitative Models and Empirical Studies*. 2nd edition. Ed. Narendar Agrawal and Stephen A. Smith. Springer, New York.

#### **WORKING PAPERS**

1. Liu, X., L. Luo, L. Chen, T. Choi. 2025. A punctuated equilibrium model of supply chain recovery and resilience after a complete shutdown. Minor Revision with *Journal of Supply Chain Management*.
2. Chen, L., Z. Lian, S. Yao. 2024. Consumer status signaling, wealth inequality and nondeceptive counterfeits. Major Revision with *Production and Operations Management*.
3. Chen, L. Y. Cui, J. Liu, X. Liu. 2024. Bonus competition in the gig economy. Major Revision with *Production and Operations Management*.
4. Chen, L., T. Dotzel, N. Yang. 2024. Repeated customer interactions in service encounter cascades. In preparation for submission to *Manufacturing & Service Operations Management*.
5. Chen, L., J. Li, C. Wu. 2024. Bayesian dynamic pricing with unknown customer willingness-to-pay and limited inventory. In preparation for submission to *Production and Operations Management*.
6. Chen, L., J. Li, J. Wang. 2024. A variational inference method for Bayesian dynamic control. In preparation for submission to *Management Science*.

#### **OTHER PUBLICATIONS**

1. Ramachandran, B., L. Chen. 2012. Method for managing and controlling stability in business activity monitoring and management systems. *US Patent 8126762*.
2. Chen, L., E. and Plambeck. 2004. Dynamic Bayesian quantity control when some customers will accept a substitute. *Manufacturing & Service Operations Management*. 6(1) 103-106.
  - Extended abstract for finalist in M&SOM student paper competition 2003.

3. Chen, L., K.T. Chu. 2003. Method and apparatus for quick startup in a half-duplex modem system. *US Patent* 6560321.
4. Chen, L., F. Aminian, K.T. Chu. 2002. System and method of validating equalizer training. *US Patent* 6445734.
5. Chen, L., R. Smith., G. Dullerud. 1998. A linear perturbation model for a nonlinear system linearized at an equilibrium neighborhood. *Proceedings of 37th IEEE Conference on Decision and Control*.
6. Chen, L., R. Smith. 1998. Closed-loop model validation: An application to an unstable experimental system. *Proceedings of American Control Conference, June 1998*.
7. Chen, L., R. Smith. 1997. Closed-loop model validation for an inverted pendulum experiment via a linear matrix inequality approach. *Proceedings of 36th IEEE Conference on Decision and Control*.

### TEACHING CASES

1. AB InBev 2020. Cornell Johnson case.
2. Cocaine Supply Chain: Interdiction and Destabilization Strategies 2012. Duke Fuqua case.
3. Kaibo Engineering Group Corporation: Project Procurement in Libya 2010. Duke Fuqua case.

### COURSES TAUGHT

Supply Chain Analytics (MBA half-semester elective)  
 Managing Operations (FMBA core course)  
 Supply Chain Strategy (MBA half-semester elective)  
 Strategic Operations Immersion Practicum (MBA full-semester immersion)  
 Supply Chain Analytics (MSBA half-semester elective)  
 Supply Chain Strategy (EMBA elective)  
 Supply Chain Management (MBA full-semester elective)  
 Managerial Spreadsheet Modeling (MBA half-semester elective)  
 Operations Management (MPS half-semester elective)

Foundations of OM I: Demand Forecasting and Inventory Theory (PhD course)  
 Data Analytics in OM (PhD course)

### DISSERTATION COMMITTEES

#### Committee Chair

Current Xiangyin Chen (Cornell, PhD)  
 2024 Xiaoyue Yan (Cornell, PhD), Lundquist College of Business, University of Oregon  
 Best Doctoral Dissertation Award at the Supply Chain Analytics Institute, June 2024  
 2022 Zhen Lian (Cornell, PhD), Yale School of Management, Yale University  
 2020 Junhyun Bae (Cornell, PhD), The College at Brockport, SUNY; Oakland University  
 Shivank Goel (Cornell, MS), Amazon, Seattle, WA  
 2019 Chengyu Wu (Duke, PhD), T-Mobile, Seattle, WA

#### Committee Member

Current Rakesh Allu (Cornell, PhD)  
 2024 Yuan Cheng (Cornell, PhD)  
 Anugna Gondi (Cornell, PhD)  
 2023 Wee Kiat Lee (Cornell, PhD)  
 2022 Rihuan Huang (Cornell, PhD)  
 2020 Cong Ding (Cornell, PhD)

2015 Zhe Wang (UNC Chapel Hill, PhD)  
 2013 Saed Alizamir (Duke, PhD)  
 Yang Li (Duke, PhD)  
 Wei Luo (Duke, PhD)  
 2012 Jordan Tong (Duke, PhD)  
 2011 Suri Gurumurthi (Duke, PhD)

### **SCHOOL COMMITTEE SERVICES**

2022- Cornell JCB Academic Planning Council  
 2024-25 Cornell Johnson Faculty Policy Committee (Chair)  
 2023-24 Cornell Johnson Faculty Policy Committee  
 2021-23 Cornell Johnson MSBA Program Committee  
 2019-22 Cornell Johnson PhD Committee, OTIM Coordinator  
 2021-22 Cornell Johnson SBE Faculty Search Committee  
 Cornell Johnson OTIM Faculty Search Committee  
 2020-21 Cornell Johnson OTIM Faculty Search Committee (Chair)  
 Cornell Hotel School Faculty Reappointment Review Committee (x2)  
 2018-19 Cornell Johnson Faculty Reappointment Review Committee (Chair)  
 2017-18 Cornell Hotel School Faculty Reappointment Review Committee  
 Cornell Johnson Accounting Faculty Search Committee  
 Cornell Tech Marketing Faculty Search Committee  
 2016-17 Cornell Tech Marketing Faculty Search Committee  
 2013-15 Duke Fuqua Faculty Student Engagement Committee

### **JOURNAL EDITORIAL SERVICES**

*Production and Operations Management:*

Department Editor (2024 – Present)  
 Senior Editor (2019 – 2024)  
 Guest Senior Editor (2017 – 2019)

*Foundations and Trends in Technology, Information and Operations Management:*

Associate Editor (2023 – Present)

*Service Science:*

Associate Editor (2019 – 2023)

*Manufacturing & Service Operations Management:*

Guest Department Editor (2018 – 2020)  
 Associate Editor (2018 – 2021)

*Management Science:*

Guest Associate Editor (2020-2022)

*Operations Research:*

Guest Associate Editor (2010)

### **ACADEMIC FIELD SERVICES**

Co-Chair, Supply Chain Thought Leadership Roundtable, Cornell and University at Buffalo, 2025  
 Co-Chair, Cornell Johnson College of Business OTIM Symposium, 2024  
 Member, M&SOM Responsible Research Award Committee, 2023  
 Organizing Committee and Moderator, Online Doctoral Workshop on Supply Chain Analytics, 2022

Co-Chair, M&SOM Society Student Paper Competition 2010  
 Session Chair, INFORMS Annual Conference 2011-2014, 2017, 2019, 2023-2024  
 Session Chair, International Workshop on MSOR, Hefei, China 2013  
 Session Chair, OCSAMSE Annual Conference, Beijing, China 2010  
 Session Chair, POMS Annual Conference, Vancouver, Canada 2010  
 Invited Judge, M&SOM Society Student Paper Competition 2011-2014, 2017  
 Invited Judge, POM Supply Chain College Student Paper Competition 2016-2018  
 Invited Judge, CSAMSE Conference Best Paper Competition 2012, 2017  
 Invited Reviewer, M&SOM Conference 2012-2014, 2018

#### INVITED SEMINAR TALKS

2025 University of Notre Dame, Mendoza College of Business (scheduled)  
 2024 University of Texas, Dallas, Jindal School of Management  
 George Mason University, Costello College of Business  
 Georgetown University, McDonough School of Business  
 Shanghai Jiao Tong University, China, Antai College of Economics and Management  
 Xi'an Jiaotong-Liverpool University, China, International Business School Suzhou  
 China Europe International Business School, China  
 Tsinghua University, China, School of Economics and Management  
 University of Miami, Miami Herbert Business School  
 Harvard University, Harvard Business School  
 Dow Chemical Innovation Center, Lake Jackson, Texas  
 2023 University of Toronto, Canada, Rotman School of Management  
 Queen's University, Canada, Smith School of Business  
 University of California Berkeley, Haas School of Business  
 2022 University of California San Diego, Rady School of Management  
 2021 China Europe International Business School, China  
 Chinese University of Hong Kong, CUHK Business School  
 2019 Wuhan University, China, School of Economics and Management  
 Boston College, Carroll School of Management  
 University of Florida, Levin College of Law  
 2017 University of California, Riverside, School of Business Administration  
 Pennsylvania State University, Smeal College of Business  
 University of British Columbia, Canada, Sauder School of Business  
 2016 North Carolina State University, Operations Research  
 2015 University of Texas, Dallas, Jindal School of Management  
 Cornell University, Johnson Graduate School of Management  
 University of California, Irvine, Merage School of Business  
 The Chinese University of Hong Kong, CUHK Business School  
 National University of Singapore, NUS Business School  
 The University of Hong Kong, School of Business  
 2014 University of Wisconsin-Madison, Wisconsin School of Business  
 McGill University, Canada, Desautels Faculty of Management  
 2013 New York University, Stern School of Business  
 The University of Texas, Austin, McCombs School of Business  
 Columbia University, Columbia Business School  
 Northwestern University, Kellogg School of Management

University of Chicago, Booth School of Business  
 University of Science and Technology in China, School of Management  
 University of Washington, Foster School of Business  
 2012 University of Southern California, Marshall School of Business  
 National University of Singapore, NUS Business School  
 Cornell University, Johnson Graduate School of Management  
 Washington University in St. Louis, Olin Business School  
 2011 Stanford University, Department of Management Science and Engineering  
 Stanford University, Graduate School of Business  
 2010 Shanghai Jiao Tong University, China, Antai School of Management  
 University of Michigan, Ross School of Business  
 University of North Carolina, Department of Statistics and Operations Research  
 2009 Tsinghua University, China, School of Economics and Management  
 Peking University, China, Guanghua School of Management  
 2008 Nanjing University, China, Department of Management Sciences and Engineering  
 Hohai University, China, School of Business  
 Chinese University of Hong Kong, Department of Systems Engineering  
 Duke University, Fuqua School of Business  
 Dartmouth College, Tuck School of Business  
 University of Pennsylvania, The Wharton School  
 Washington University in St. Louis, Olin Business School  
 2006 New York University, Stern School of Business  
 2004 Purdue University, School of Industrial Engineering

**WORKSHOP & CONFERENCE PRESENTATIONS**

Syracuse University, Whitman School of Management, Salzberg Academic Day 2024  
 University of Sao Paulo, Brazil, Supply Chain Thought Leaders Roundtable 2024  
 University of Michigan, Michigan Workshop on Unstructured Data and Language Models 2024  
 University of Illinois at Urbana-Champaign, Gies Supply Chain Management Conference 2024  
 Cornell Hospitality Research Summit 2023  
 SUNY at Buffalo, Asia Research Institute Roundtable 2023  
 Stanford GSB OIT and Environmental Sustainability Conference 2023  
 Supply Chain Finance and Risk Management Workshop, Washington University 2017  
 UNC Kenan-Flagler Junior Faculty Symposium 2013  
 Duke-UNC Operations Management Workshop 2012  
  
 INFORMS Annual Conference 2003, 2005, 2007, 2009, 2011-2015, 2017, 2020-2021, 2024  
 M&SOM Annual Conference 2009, 2012-2014, 2017-2018  
 POMS Annual Conference 2010, 2014, 2021  
 INFORMS International Conference 2016, 2018  
 OCSAMSE Annual Conference 2008-2010  
 IEEE Conference on Decision and Control 1997-1998